



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
OFFICE OF RESEARCH AND DEVELOPMENT
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USEPA Environmental Technology Verification Program
Purpose of Verifications and Use of Program Name and Logo

The U.S. Environmental Protection Agency (EPA) supports the Environmental Technology Verification Program (ETV) by providing financial and technical assistance through cooperative agreements that enable non-Federal partners to evaluate or “verify” environmental technologies. By verify, EPA means to establish or prove the truth of the performance of a technology under specific, predetermined criteria or protocols and adequate data quality assurance procedures. Verification does not imply that technologies will always perform as they performed under ETV testing, nor that they will perform in the same manner under circumstances different from those tested. Most specifically, ***ETV does not “certify,” guarantee, or warrant the performance of technologies.*** Under the ETV Program, EPA and its cooperative partners do ***not***: (1) seek to determine regulatory compliance; (2) rank technologies or compare their performance; (3) label or list technologies as acceptable or unacceptable; or (4) seek to determine “best available technology” in any form. In general, the ETV Program will avoid all potential pathways to picking “winners and losers.” The goal of the program is to make objective performance information available to all of the actors in the environmental marketplace for their consideration and decision making.

ETV is a voluntary program. Vendor participation in the ETV Program is completely voluntary. Vendors of environmental technologies and other actors in the environmental marketplace are not required to participate in the program, nor are they required to seek verification. The program goal is to provide objective technology performance information to the environmental marketplace. Vendors who believe that such information would be of value to their marketing activities are encouraged to participate as appropriate. Verification reports and statements are available publicly on the ETV website at www.epa.gov/etv.

In order to protect the integrity of the program, EPA and its cooperative partners oversee proper use of the Environmental Technology Verification Program name and logo. The name and logo may be used for general educational purposes by anyone without specific permission from the Agency. The name and logo may be used when describing the ETV Program, such as in an educational brochure, a newsletter, an annual report, or in a general news or scientific article. Vendors of verified technologies may use the ETV logo to advertise the availability of verification information and the fact that the technology has been verified under ETV. **Under no circumstances shall the name or logo be used in a manner that would imply EPA endorsement, approval, certification, guarantee, or warrant of the company, its products, its technologies, or its services.**

If EPA or its cooperative partners discover that an ETV verification is being misrepresented, the verification will be revoked if necessary. However, EPA or one of its cooperative partners will first notify the vendor of the misrepresentation and work with the vendor to resolve the issue. If the vendor does not voluntarily resolve the problem, EPA and its partner will initiate the revocation process. In

addition, the Agency may refer the matter to the Federal Trade Commission for further investigation to determine whether the vendor has violated laws or regulations relating to false or deceptive advertising.